



Klarna Bank AB (publ)

## Ethical instructions for Partners, including Prohibited and restricted Partner segments.

## Prohibited and Restricted Partners

The following restrictions and prohibitions have been defined as a part of Klarna's instructions on what ethical stance to make for products, services and practises in partnerships. Items listed in the tables below are not exhaustive, hence Klarna may in sole discretion decide on businesses, concepts, products and services that are not allowed to process via Klarna's services. The assessment of prohibited and restricted businesses is based on:

- Laws and regulations
- Third party restrictions
- Market individual adaptations
- Risk appetite

None of the prohibited items or services listed below can be processed using Klarna's services. For items being defined as restricted, a restriction might indicate limitations in markets, products, items, volume or marketing that can be allowed and shall not be processed without Klarna's approval. In addition, all products and services that utilise card payments also need to fulfill AMEX<sup>1</sup>, Mastercard<sup>2</sup> and VISA scheme rules<sup>34</sup>.

### Prohibited

Abuse of Klarna services	<ul style="list-style-type: none"><li>• Content, products, marketing or services encouraging or in other ways inappropriately related to hate, violence, racism or discrimination</li><li>• Delivery methods that may cause suffering to animals</li><li>• Possession or association with sites, products or services which are contrary to these instructions</li><li>• Products, services or practices that encourage crime or may provide support to illegal activities, e.g. unregistered/unauthorized weapons or products and services that support extremist or terror actions or organizations.</li><li>• Products or services, or practises which are intended to cause danger, injury or suffering to humans or animals</li><li>• Trade with protected animals or plants or products originating from protected animals or plants</li></ul>
Adult	<ul style="list-style-type: none"><li>• Prostitution and escort services, sexually oriented massage parlors; gentleman's clubs, topless bars, and strip clubs</li><li>• Products or services (including images and marketing) related to pedophilia, non-consensual sexual behavior, sexual exploitation of a minor, non-consensual mutilation of a person or body part</li><li>• Products related to bestiality</li></ul>

<sup>1</sup> <https://www.americanexpress.com/datasecurity>

<sup>2</sup> <https://www.mastercard.us/en-us/business/overview/support/rules.html>

<sup>3</sup> <https://www.visa.co.uk/about-visa/visa-in-europe.html#2>

<sup>4</sup> <https://usa.visa.com/support/consumer/visa-rules.html>

Deceptive or unfair marketing	<ul style="list-style-type: none"> <li>• Negative response marketing</li> <li>• Practices misleading or deceiving consumers or discarding or avoiding consumer protection laws</li> <li>• Pyramid type schemes for marketing, distribution and sales</li> </ul>
Drugs and legally derived substances and products	<ul style="list-style-type: none"> <li>• Illegal drugs and substances (or substitutes to such), and products typically used for manufacturing or using such products</li> <li>• Products or services associated with illegal drugs</li> <li>• Pseudo pharmaceuticals</li> <li>• Substances designed to mimic illegal drugs</li> </ul>
Financial and legal services	<ul style="list-style-type: none"> <li>• Financial advice and investment services,</li> <li>• Financial services provided without appropriate licenses as required by law</li> <li>• Financial services, including: Down payment, High risk securities, Share dealing services ('Tipser'), Short term payday loans, Tax evasion services, Timeshares</li> </ul>
Gambling	<ul style="list-style-type: none"> <li>• Gambling, betting or lotteries provided without appropriate license as required by law</li> </ul>
High risk industries, goods and services	<ul style="list-style-type: none"> <li>• High risk industries, including: Crowdfunding, Embassies, Foreign consulates, Get rich schemes, Penny auctions, Pyramid and ponzi schemes</li> </ul>
Illegal products or services	<ul style="list-style-type: none"> <li>• Counterfeit products and illegally acquired goods, including: Copyright infringements, Services designed to promote infringements of intellectual property rights, e.g. by bonus programs for uploading unauthorized digital content and unauthorized file sharing or streaming, Unlicensed copies</li> <li>• Goods and services, or marketing of such, violating any law</li> <li>• Orders, services and practises that relates to any form of illegal activity, including without limitation: money laundering, terrorist financing, human trafficking, political corruption, vat fraud, tax evasion and illegal wildlife trafficking</li> <li>• Illegal business methods, practices, products or services</li> <li>• Practices misleading or deceiving consumers or discarding or avoiding consumer protection laws</li> <li>• Practices or methods constituting acts of modern slavery in any part of a business or its supply chains. Such practices or methods include any deprivation of a person's liberty in order to exploit them for personal or commercial gain</li> <li>• Products and services provided without license as required by law</li> </ul>

	<ul style="list-style-type: none"> <li>Sanctioned goods or goods originating from sanctioned countries or individuals</li> </ul>
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## Restricted

Adult	<ul style="list-style-type: none"> <li>Adult, sexual or pornographic products and services, including live web cameras</li> </ul>
Drugs and legally derived substances and products	<ul style="list-style-type: none"> <li>CBD</li> <li>Drug paraphernalia</li> <li>Nutraceuticals</li> <li>Pharmaceuticals</li> </ul>
Financial and legal services	<ul style="list-style-type: none"> <li>Money services, including: Binary options, Currency exchange, Money transfer, Virtual, digital and crypto currencies</li> <li>Bailiffs, Bankruptcy/Insolvency services, Claims management, Debt collection management agencies,</li> </ul>
Gambling	<ul style="list-style-type: none"> <li>Gambling, betting, lotteries provided with appropriate license</li> </ul>
High risk industries, products and services	<ul style="list-style-type: none"> <li>Age restricted services or products, including: Alcohol, E-cigarettes, Tobacco and tobacco substitutes</li> <li>High risk products, including: Art and antiques, Digital downloads (e.g. film and music download/streaming) providing or hosting unethical or unauthorised content, Dual use products (that may both have a legitimate and a illegitimate use), Fireworks, In game purchases, Jewelry, Medical devices, Precious metal and gems, Prepaid phone services, Replica weapons, Soft air gun and related accessories, Self diagnosis test for diseases, Weapons and armaments,</li> <li>High risk industries, including: Auction houses, Charities, Marketplaces, Multi level marketing, Pawn shops, Political organisations parties or initiatives</li> <li>High risk services, including: File sharing, file hosting, File storage, Medical treatments and surgeries, Testing labs</li> </ul>
Travel, Tour and Events	<ul style="list-style-type: none"> <li>Airlines &amp; Cruise lines</li> <li>Event organizers and ticketing platforms</li> <li>Hotels and other accommodations</li> <li>Rentals</li> <li>Tour agencies &amp; Tour operators</li> </ul>